

REP HEADLINE# 6278086 TRF# E:120821  
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/12 17.43  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/PRIORITIES USA ACTION REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)  
 WASHINGTON, DC 20003

ORDER # \_\_\_\_\_ CONTRACT # 6278086 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1564 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT2/12 17.43

REP: ORDER CANCELED  
 ALL LN'S ZERO'D OUT  
 NEW TTL \$0  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY  
 TELEVISION INVOICES IDB#9914019  
 PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321  
 AGENCY PRODUCT CODE = 340  
 AGENCY EST# = 1564

1	S		1100A-1200N	30		\$250.00	10/12	10/12	0		FRI	0
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PROGRAM : DAYTIME  
 CON COM1: DAYTIME

2	S		1235A-135A	30		\$300.00	10/12	10/12	0		FRI	0
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PROGRAM : J FALLON-NBC  
 CON COM1: J FALLON-NBC

NOV 01 2012

10/4/12 KCC (B)

8/16/12

REP HEADLINE# 6278086 TRF# E:120821  
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 OCT2/12 17.43  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/12	10/12	0		FRI	0
4	S		400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$800.00	10/12	10/12	0		FRI	0
5	S		530A-600A PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30	30		\$450.00	10/12	10/12	0		FRI	0
6	S		600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/12	10/12	0		FRI	0
7	S		600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/12	10/12	0		FRI	0
8	S		700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,500.00	10/12	10/12	0		FRI	0
9	S		700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/12	10/12	0		FRI	0
10	S		800P-900P PROGRAM : GRIMM CON COM1: GRIMM	30		\$2,800.00	10/12	10/12	0		FRI	0
11	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/12	10/12	0		FRI	0

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT2/12 17.43  
\*\*CHANGES\*\*  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	S		1000A-1030A	30		\$350.00	10/15	10/15	0		MON	0
PROGRAM : NEWS												
CON COM1 : NEWS												
13	S		1135P-1237A	30		\$800.00	10/15	10/15	0		MON	0
PROGRAM : TONITE SHW-NBC<												
CON COM1 : TONITE SHW-NBC<												
14	S		1200N-100P	30		\$350.00	10/15	10/15	0		MON	0
PROGRAM : TODAY SHW3-NBC												
CON COM1 : TODAY SHW3-NBC												
15	S		200P-300P	30		\$400.00	10/15	10/15	0		MON	0
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
16	S		500P-530P	30		\$1,500.00	10/15	10/15	0		MON	0
PROGRAM : NWSCH8 AT 5P												
CON COM1 : NWSCH8 AT 5P												
17	S		530A-600A	30		\$450.00	10/15	10/15	0		MON	0
PROGRAM : NC8 TODAY@5:30												
ORD COM1 : 30/SEPT RATES												
CON COM1 : NC8 TODAY@5:30												
18	S		600A-700A	30		\$1,250.00	10/15	10/15	0		MON	0
PROGRAM : NC8 TODAY@6AM												
CON COM1 : NC8 TODAY@6AM												
19	S		630P-700P	30		\$5,000.00	10/15	10/15	0		MON	0
PROGRAM : NWSCH												
CON COM1 : NWSCH												
20	S		700A-900A	30		\$1,400.00	10/15	10/15	0		MON	0
PROGRAM : TODAY SHW												
CON COM1 : TODAY SHW												

REF HEADLINE# 6278086 TRF# E:120821  
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP OCT2/12 17.43  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	S		730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,500.00	10/15	10/15	0		MON	0
22	S		1130P-100A PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE	30		\$1,350.00	10/13	10/13	0		SAT	0
23	S		700A-900A PROGRAM : SAT TODAY SHOW CON COM1: SAT TODAY SHOW	30		\$650.00	10/13	10/13	0		SAT	0
24	S		900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/13	10/13	0		SAT	0
25	S		1130P-1205A PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/14	10/14	0		SUN	0
26	S		1200N-100P PROGRAM : NWSCH8-NOON SU CON COM1: NWSCH8-NOON SU	30		\$250.00	10/14	10/14	0		SUN	0
27	S		900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/14	10/14	0		SUN	0
28	S		1030A-1100A PROGRAM : EXTRA CON COM1: EXTRA	30		\$250.00	10/11	10/11	0		THU	0
29	S		1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/11	10/11	0		THU	0

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT2/12 17.43  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30	S		1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$300.00	10/11	10/11	0		THU	0
31	S		300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/11	10/11	0		THU	0
32	S		530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/11	10/11	0		THU	0
33	S		530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/11	10/11	0		THU	0
34	S		600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/11	10/11	0		THU	0
35	S		630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$5,000.00	10/11	10/11	0		THU	0
36	S		700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/11	10/11	0		THU	0
37	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/11	10/11	0		THU	0
38	S		1000P-1100P PROGRAM : PARENTHOOD CON COM1: PARENTHOOD	30		\$4,500.00	10/9	10/9	0		TUE	0

OCT2/12 17.43  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39	S		1030A-1100A PROGRAM : EXTRA CON COM1: EXTRA	30		\$250.00	10/9	10/9	0		TUE	0
40	S		1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/9	10/9	0		TUE	0
41	S		300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/9	10/9	0		TUE	0
42	S		400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$800.00	10/9	10/9	0		TUE	0
43	S		530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/9	10/9	0		TUE	0
44	S		530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/9	10/9	0		TUE	0
45	S		600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/9	10/9	0		TUE	0
46	S		700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,500.00	10/9	10/9	0		TUE	0
47	S		700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/9	10/9	0		TUE	0

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT2/12 17.43  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
48	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/9	10/9	0		TUE	0
49	S		1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/10	10/10	0		WED	0
50	S		1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/10	10/10	0		WED	0
51	S		1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	10/10	10/10	0		WED	0
52	S		1235A-135A PROGRAM : J FALTON-NBC CON COM1: J FALTON-NBC	30		\$300.00	10/10	10/10	0		WED	0
53	S		1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$300.00	10/10	10/10	0		WED	0
54	S		200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/10	10/10	0		WED	0
55	S		530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/10	10/10	0		WED	0
56	S		600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/10	10/10	0		WED	0

REP HEADLINE# 6278086 TRF# E:120821  
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/12 17.43  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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57	S		600A-700A	30		\$1,250.00	10/10	10/10	0		WED	0
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												

58	S		700A-900A	30		\$1,400.00	10/10	10/10	0		WED	0
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

59	S		730P-800P	30		\$1,500.00	10/10	10/10	0		WED	0
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												

60	S		900A-1000A	30		\$950.00	10/10	10/10	0		WED	0
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												

OCT/12 \$ .00 CONTRACT TOTAL \$ .00  
TOTAL SPOTS 0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%  
WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELED

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 797 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 0	Campaign Ref: E:120821105
Buyer: "	Client/Product/Estimate: 321 /340 /1564	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06278086
Est./PO Number: 06278086	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Priorities Usa Actio	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
10	Fri 8p ET / 7p CT Whitney	03		30				
	....F..			Comme		1	1	
Weekly Totals: Total Spots(Ord Spots)								
Closed PR					1		1	

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
10	Fri 8p ET / 7p CT Whitney	:30 Commercial	10/08/12	Closed Pre Emption	2,800.00	No Makegood / Credit	0000000000	E:120821105

Grand Totals					Month 10 Weeks: 4			
Totals					10/08	10/15		
Spots					0	0		
Cost					0	0		

Grand Totals:	Spots: 0
	Gross Total: 0.00
	Commission: 0.00

Net Total:

0.00

REP HEADLINE# 6278086  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
AUG22/12 11.26  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION

AGY # AGY. NAME MUNDY KATOWITZ MEDIA

1322 G STREET SE

WASHINGTON, DC 20003

REP. # OFF. # SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6278086

CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1564 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE AUG22/12 11.26

REP: REVISION

PRGM CHANGE LN'S 1,21,23,46,51,59  
TIME PERIOD CHANGE LN 25  
TTL SAME \$69,450  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321  
AGENCY PRODUCT CODE = 340  
AGENCY EST# = 1564

1	NZ		1100A-1200N	30		\$250.00	10/12	10/12	1		FRI	1
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PROGRAM : DAYTIME  
CON COM1: DAYTIME

8/24/12#CC(2)

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG22/12 11.26  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	NZ		730P-800P	30		\$1,500.00	10/15	10/15	1		MON	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
23	NZ		700A-900A	30		\$650.00	10/13	10/13	1		SAT	1
PROGRAM : SAT TODAY SHOW												
CON COM1: SAT TODAY SHOW												
25	T		1130P-1205A	30		\$2,200.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
46	NZ		700P-730P	30		\$1,500.00	10/9	10/9	1		TUE	1
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
51	NZ		1100A-1200N	30		\$250.00	10/10	10/10	1		WED	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
59	NZ		730P-800P	30		\$1,500.00	10/10	10/10	1		WED	1
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
OCT/12 69450.00						CONTRACT TOTAL 69450.00						
						TOTAL SPOTS 60						

AUG14/12 14.0  
\*\*\* WFLA-TV \*\*\*

RED.# OFF.# SALESMAN#

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA-  
MEGHAN MCGARR (H)

CLASS: NATL. LOCAL REGIONAL

(CE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG14/12	14.06
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TTL \$69,450 @60X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION

:LINE#:	REP	:CD:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START DATE	:	END DATE	:	SPTS /WK:	WEEK INVT	:	DAYS	:	TOTL SPTS:
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AGENCY ADVERTISER CODE = 321      AGENCY EST# = 1564
AGENCY PRODUCT CODE = 340

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1	30	\$250.00	10/12	10/12	1	FRI	1
1100A-1200N							

PROGRAM : AMER COURT  
CON COM1: AMER COURT

2	30	\$300.00	10/12	10/12	1	FRI
1235A-135A						

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PROGRAM : J FALLON-NEC<
CON COM1: J FALLON-NEC<
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23

REP HEADLINE# 6278086  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.0  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/12	10/12	1		FRI	1
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$800.00	10/12	10/12	1		FRI	1
5			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/12	10/12	1		FRI	1
6			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/12	10/12	1		FRI	1
7			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/12	10/12	1		FRI	1
8			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,500.00	10/12	10/12	1		FRI	1
9			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/12	10/12	1		FRI	1
10			800P-900P PROGRAM : WHITNEY/COMMUNITY CON COM1: WHITNEY/COMMUNITY	30		\$2,800.00	10/12	10/12	1		FRI	1
11			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/12	10/12	1		FRI	1

REP HEADLINE# 6278086  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.0  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/15	10/15	1		MON	1
13			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/15	10/15	1		MON	1
14			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$350.00	10/15	10/15	1		MON	1
15			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/15	10/15	1		MON	1
16			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,500.00	10/15	10/15	1		MON	1
17			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/15	10/15	1		MON	1
18			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/15	10/15	1		MON	1
19			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$5,000.00	10/15	10/15	1		MON	1
20			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/15	10/15	1		MON	1

REP HEADLINE# 6278086  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG14/12 14.0  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			730P-800P PROGRAM : <del>EXTRA</del> CON COM1: <del>EXTRA</del>	30		\$1,500.00	10/15	10/15	1		MON	1
22			1130P-100A PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE	30		\$1,350.00	10/13	10/13	1		SAT	1
23			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$650.00	10/13	10/13	1		SAT	1
24			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/13	10/13	1		SAT	1
25			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/14	10/14	1		SUN	1
26			1200N-100P PROGRAM : NWSCH8-NOON SU CON COM1: NWSCH8-NOON SU	30		\$250.00	10/14	10/14	1		SUN	1
27			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/14	10/14	1		SUN	1
28			1030A-1100A PROGRAM : EXTRA CON COM1: EXTRA	30		\$250.00	10/11	10/11	1		THU	1
29			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/11	10/11	1		THU	1

1130-1PM due NFL

10/13/14



REP HEADLINE# 6278086  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.0  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$300.00	10/11	10/11	1		THU	1
31			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/11	10/11	1		THU	1
32			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/11	10/11	1		THU	1
33			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/11	10/11	1		THU	1
34			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/11	10/11	1		THU	1
35			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$5,000.00	10/11	10/11	1		THU	1
36			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/11	10/11	1		THU	1
37			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/11	10/11	1		THU	1
38			1000P-1100P PROGRAM : PARENTHOOD CON COM1: PARENTHOOD	30		\$4,500.00	10/9	10/9	1		TUE	1

REP HEADLINE# 6278086  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.0  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39			1030A-1100A	30		\$250.00	10/9	10/9	1		TUE	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
40			1135P-1237A	30		\$800.00	10/9	10/9	1		TUE	1
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
41			300P-400P	30		\$450.00	10/9	10/9	1		TUE	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
42			400P-500P	30		\$800.00	10/9	10/9	1		TUE	1
PROGRAM : DR OZ												
CON COM1: DR OZ												
43			530A-600A	30		\$450.00	10/9	10/9	1		TUE	1
PROGRAM : NC8 TODAY@5:30												
ORD COM1: 3Q/SEPT RATES												
CON COM1: NC8 TODAY@5:30												
44			530P-600P	30		\$1,500.00	10/9	10/9	1		TUE	1
PROGRAM : NWSCH8 @5:30P												
CON COM1: NWSCH8 @5:30P												
45			600A-700A	30		\$1,250.00	10/9	10/9	1		TUE	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
46			700P-730P	30		\$1,500.00	10/9	10/9	1		TUE	1
PROGRAM : ENT TONIGHT 30												
CON COM1: ENT TONIGHT 30												
47			700A-900A	30		\$1,400.00	10/9	10/9	1		TUE	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

*News @ 7*

REP HEADLINE# 6278086  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.0  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
48			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/9	10/9	1		TUE	1
49			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/10	10/10	1		WED	1
50			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,200.00	10/10	10/10	1		WED	1
51			1100A-1200N PROGRAM : AMER COURT <i>Magnum</i> CON COM1: AMER COURT	30		\$250.00	10/10	10/10	1		WED	1
52			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$300.00	10/10	10/10	1		WED	1
53			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$300.00	10/10	10/10	1		WED	1
54			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/10	10/10	1		WED	1
55			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/10	10/10	1		WED	1
56			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/10	10/10	1		WED	1

REP HEADLINE# 6278086  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG14/12 14.0  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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57			600A-700A	30		\$1,250.00	10/10	10/10	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												

58			700A-900A	30		\$1,400.00	10/10	10/10	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												

59			730P-800P	30		\$1,500.00	10/10	10/10	1		WED	1
PROGRAM : <del>EXTRA</del> <i>ET</i>												
CON COM1: <del>EXTRA</del>												

60			900A-1000A	30		\$950.00	10/10	10/10	1		WED	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												

OCT/12 69450.00 CONTRACT TOTAL 69450.00  
 TOTAL SPOTS 60

MARKET TOTALS \$385,833 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 6% CABL 0%

SVC- NSI  
 DEMOS- RA35+\*

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601  
PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 69450	<b>Campaign Ref:</b> E:120821105
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1564	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 10/21/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278086
<b>Est./PO Number:</b> 06278086	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Priorities Usa Actio	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 11a Daytime ...F..	02	250	30 Comme	Nbr of Spots 1		1	250
2	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots 1		1	300
3	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots 1		1	400
4	M-F 4p Dr Oz ...F..	02	800	30 Comme	Nbr of Spots 1		1	800
5	M-F 530a News ...F..	02	450	30 Comme	Nbr of Spots 1		1	450
6	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots 1		1	2000
7	M-F 6a News ...F..	02	1250	30 Comme	Nbr of Spots 1		1	1250
8	M-F 7p News ...F..	02	1500	30 Comme	Nbr of Spots 1		1	1500
9	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots 1		1	1400
<b>Weekly Totals: Total Spots(Ord Spots)</b>					50	10	60	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 69450	Campaign Ref: E:120821105
Buyer: ...	Client/Product/Estimate: 321 /340 /1564	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06278086
Est./PO Number: 06278086	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
10	Fri 8p ET / 7p CT Whitney ...F..	03	2800	30 Comme	Nbr of Spots	1	1	2800
11	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1	1	950
12	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
13	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	1	1	800
14	M-F 12p Today Show III M.....	02	350	30 Comme	Nbr of Spots	1	1	350
15	M-F 2p Rachael Ray M.....	02	400	30 Comme	Nbr of Spots	1	1	400
16	M-F 5p News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
17	M-F 530a News M.....	02	450	30 Comme	Nbr of Spots	1	1	450
18	M-F 6a News M.....	02	1250	30 Comme	Nbr of Spots	1	1	1250
19	M-F 630p ET / 530p CT NBC Nightly News M.....	01	5000	30 Comme	Nbr of Spots	1	1	5000
<b>Weekly Totals:</b> Total Spots(Ord Spots)					50	10	60	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

**Priorities Usa Action/ Issue**  
Submission Number 748 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 69450	<b>Campaign Ref:</b> E:120821105
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1564	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 10/21/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278086
<b>Est./PO Number:</b> 06278086	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
20	M-F 7a Today Show M.....	02	1400	30 Comme	Nbr of Spots	1	1	1400
21	M-F 730p Entertainment Tonight M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
22	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	03	1350	30 Comme	Nbr of Spots	1	1	1350
23	Sat 7a Today Show .....S.	02	650	30 Comme	Nbr of Spots	1	1	650
24	Sat 9a News .....S.	02	500	30 Comme	Nbr of Spots	1	1	500
25	M-Su Late News Late Run .....S	02	2200	30 Comme	Nbr of Spots	1	1	2200
26	Sun 12p News .....S	02	250	30 Comme	Nbr of Spots	1	1	250
27	Sun 9a News .....S	02	450	30 Comme	Nbr of Spots	1	1	450
28	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
29	M-Su 11p News ...T...	02	2200	30 Comme	Nbr of Spots	1	1	2200
30	M-F 12p Today Show III	02	300	30 Comme	Nbr of Spots	1	1	300
<b>Weekly Totals: Total Spots(Ord Spots)</b>					50	10	60	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	69450	Campaign Ref:	E:120821105
Buyer:		Client/Product/Estimate:	321 /340 /1564	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06278086
Est./PO Number:	06278086	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
31	M-F 3p Doctors ...T...	03	450	30 Comme	Nbr of Spots	1	1	450
32	M-F 530a News ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
33	M-F 530p News ...T...	02	1500	30 Comme	Nbr of Spots	1	1	1500
34	M-F 6a News ...T...	02	1250	30 Comme	Nbr of Spots	1	1	1250
35	M-F 630p ET / 530p CT NBC Nightly News ...T...	01	5000	30 Comme	Nbr of Spots	1	1	5000
36	M-F 7a Today Show ...T...	02	1400	30 Comme	Nbr of Spots	1	1	1400
37	M-F 9a Today Show II ...T...	02	950	30 Comme	Nbr of Spots	1	1	950
38	Tue 10p ET / 9p CT Parenthood ..T....	02	4500	30 Comme	Nbr of Spots	1	1	4500
39	M-F 1030a Extra ..T....	02	250	30 Comme	Nbr of Spots	1	1	250
40	M-F 1135p ET / 1035p CT Tonight Show ..T....	03	800	30 Comme	Nbr of Spots	1	1	800
Weekly Totals: Total Spots(Ord Spots)					50	10	60	



Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b>	Priorities Usa Action/ Issue	<b>Submission Cost:</b>	69450	<b>Campaign Ref:</b>	E:120821105
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	321 /340 /1564	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/08/12 to 10/21/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06278086
<b>Est/PO Number:</b>	06278086	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
41	M-F 3p Doctors .T.....	03	450	30 Comme	Nbr of Spots 1		1	450
42	M-F 4p Dr Oz .T.....	02	800	30 Comme	Nbr of Spots 1		1	800
43	M-F 530a News .T.....	02	450	30 Comme	Nbr of Spots 1		1	450
44	M-F 530p News .T.....	02	1500	30 Comme	Nbr of Spots 1		1	1500
45	M-F 6a News .T.....	02	1250	30 Comme	Nbr of Spots 1		1	1250
46	M-F 7p News .T.....	02	1500	30 Comme	Nbr of Spots 1		1	1500
47	M-F 7a Today Show .T.....	02	1400	30 Comme	Nbr of Spots 1		1	1400
48	M-F 9a Today Show II .T.....	02	950	30 Comme	Nbr of Spots 1		1	950
49	M-F 10a News ..W....	01	350	30 Comme	Nbr of Spots 1		1	350
50	M-Su 11p News ..W....	02	2200	30 Comme	Nbr of Spots 1		1	2200
51	M-F 11a Daytime ..W....	02	250	30 Comme	Nbr of Spots 1		1	250
<b>Weekly Totals: Total Spots(Ord Spots)</b>					50	10	60	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 69450	<b>Campaign Ref:</b> E:120821105
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 / 340 / 1564	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 10/21/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278086
<b>Est./PO Number:</b> 06278086	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
52	M-F 1237a ET / 1137p CT Late Night ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
53	M-F 12p Today Show III ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
54	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots	1	1	400
55	M-F 530a News ..W....	02	450	30 Comme	Nbr of Spots	1	1	450
56	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots	1	1	2000
57	M-F 6a News ..W....	02	1250	30 Comme	Nbr of Spots	1	1	1250
58	M-F 7a Today Show ..W....	02	1400	30 Comme	Nbr of Spots	1	1	1400
59	M-F 730p Entertainment Tonight ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
60	M-F 9a Today Show II ..W....	02	950	30 Comme	Nbr of Spots	1	1	950
<b>Weekly Totals: Total Spots(Ord Spots)</b>					50	10	60	

Grand Totals		
Totals	10/08	10/15
	50	10
	60	

		Month 10 Weeks: 4	
Totals		10/08	10/15
Spots	60	50	10
Cost	69450	56450	13000

Grand Totals:

Spots:	60
Gross Total:	69,450.00
Commission:	10,417.50
Net Total:	59,032.50



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

REP\_: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV\_: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:120821105  
WFLA  
INVOICE NUMBER 0100033224  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/08/12-10/21/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 321 /340 /1564  
Desc: 06278086

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Fri 8p ET / 7p CT Whitney	2800.00	10	1	10/12	FR	*WFLA	:30 Commercial	.00	Preempt Program Change	2800.00-
Total Airtime Net Spot Revenue:								.00		

PERIOD COST 2,800.00

#### 0 Total Units

ACTUAL GROSS BILLING .00  
AGENCY COMMISSION .00  
NET DUE .00

SUB-TOTALS Debits .00  
Credits 2,800.00-  
TOTAL RECONCILING 2,800.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Priorities Usa Action/ Issue  
PRODUCT: Priorities Usa Actio

INVOICE NUMBER 0100033224  
BROADCAST MONTH 10/01/2012 - 10/28,  
AMOUNT DUE .00

REMIT TO:

\*00206

000021725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
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